

THE UNIVERSITY OF TENNESSEE
BOARD OF TRUSTEES

MINUTES OF THE
SUBCOMMITTEE ON COMMUNITY AND ALUMNI RELATIONS

December 15, 2017
Knoxville, Tennessee

The Subcommittee on Community and Alumni Relations of the Advancement and Public Affairs Committee of The University of Tennessee Board of Trustees met at 12:00 p.m. EST on Friday, December 15, 2017, by videoconference originating from Andy Holt Tower in Knoxville.

I. CALL TO ORDER

Chair Julia Wells called the meeting to order.

II. ROLL CALL

Mr. Rickey McCurry, Vice President for Development and Alumni Affairs and Programs and President/CEO of the UT Foundation, Inc., called the roll. The following members of the Subcommittee were in attendance:

Ms. Julia T. Wells, Chair
Ms. Rhedona Rose
Mr. Charles E. Wharton

Trustee Tommy G. Whitaker was unable to attend. The Subcommittee was reminded of the Tennessee Open Meetings Act requirements applicable to meetings in which members participate electronically. In accordance with the Act, individuals who were present at the meeting location in Knoxville were identified, including members of the administrative staff, a representative of the UT Knoxville faculty senate, and a reporter with the Knoxville News-Sentinel.

III. MINUTES OF THE LAST SUBCOMMITTEE MEETING

Chair Wells asked for any corrections to the minutes of the last meeting. Hearing none, Chair Wells called for the following prepared motion:

I move that the reading of the minutes of June 8, 2017 meeting of the Subcommittee on Community and Alumni Relations be omitted and the

minutes be approved as presented in the meeting materials, provided that the Secretary be authorized to make any necessary edits to correct spelling errors, grammatical errors, format errors, or other technical errors subsequently identified.

Trustee Wharton so moved, Trustee Rose seconded, and the motion carried by roll-call vote.

IV. CAMPUS REPORTS ON COMMUNITY RELATIONS

On June 8, 2017, the Subcommittee approved a plan to implement a system-wide community relations function. Vice President for Government Relations and Advocacy Anthony Haynes gave an update on the ongoing work on the campuses to engage community stakeholders on a multitude of issues that face the local communities. As required by the plan, each campus has an appointed community relations liaison. This person is responsible for monitoring local issues and coordinating campus listening sessions/public forums. Chancellors have appointed their respective community relations liaisons.

Dr. Robert Burns, UT Institute of Agriculture
Dr. Charley Deal, UT Martin
Ms. Terry Denniston, UT Chattanooga
Mr. Ryan Robinson, UT Knoxville
Mr. David Mills, UT Health Science Center

The process approved by this Subcommittee also required each campus to host a listening session and these are being scheduled at every campus with some electing to host several sessions throughout the year. UT Knoxville will host an event in late February or March 2018. UT Chattanooga will host an event on January 31, 2018. UT Health Science Center is currently in discussion for dates. UT Institute of Agriculture had one December 8 in Knoxville and on December 12 in Jackson and Lebanon. Mr. Haynes asked each of the liaisons to give an update from their respective campus.

UT Chattanooga

Ms. Terry Denniston reported that four years ago when Chancellor Angle arrived at UT Chattanooga, he identified two goals for immediate attention with one of those being community relations. He wanted to have listening type sessions like this Subcommittee has requested. The two immediate changes he made were to reorganize the community advisory boards to become more listening meetings and to hire a director of civic engagement.

The Hamilton County Chattanooga 2.0 effort is a strategic plan for the county to transform education and workforce. UT Chattanooga is represented by the Chancellor, dean of health,

education and professional studies, director of the school of education, and the director of civil engagement. Each have a specific key role in the planning process. Also, many of the leaders in Chattanooga 2.0 are members of UTC boards which enables the campus to have an open and frank conversation about those critical issues.

Chancellor Angle transformed the community advisory boards into boards that are engaged and have community members that are made up of various representation and key stakeholders. All college deans have also been added to those boards. This has enabled the community board members to have easy access to university administration. The topics they identify for the board meetings are developed by the board leadership. The community boards consult with Ms. Denniston, the Chancellor, and deans.

During the past 12 months the UTC Chancellor's Roundtable and Chancellors Multicultural Advisory Board have held five meetings in which pre-k through higher education has been the discussed topic. They have focused on teacher preparation programs, and how the university can best partner with the Hamilton County School System to meet the needs and equip the graduates to go immediately into the classroom. They also worked with local high schools on an initiative to assist community efforts in increasing ACT scores. And most recently, they held an in-depth discussion on recruiting, retaining and training quality teachers. All of these community based meetings also had representation from their School of Education Advisory Board and their network or educational preparation project present to answer any questions.

UT Martin

Dr. Charley Deal reported that since the arrival of Dr. Keith Carver as Chancellor a year ago, they have been busy crisscrossing West Tennessee and venturing into Middle Tennessee with the "Cruisin' with Carver Tour." This has created a great opportunity for alumni and community leaders to engage in conversations about the future of UT Martin.

These community-based events have allowed them to conduct informal regional needs assessment based on conversations on the tours. This goes hand-in-hand with the programs they are doing that are already in place with their Town and Gown, Chancellor's Roundtable group and Alumni Council. One of the recurring themes from the tour was the need to have UT Martin once again play a role in being an economic development facilitator and being a business-centered partner in the region's efforts to rebuild from the recession.

In an effort to create regional partnerships, Chancellor Carver has twice hosted the regional economic development professionals in the Northwest Tennessee region for lunch with an open discussion about the ways UT Martin can assist in their industrial recruitment efforts and how to leverage resources and intellectual property to assist in those efforts. One of the initiatives the university has developed from these meetings is a food safety training program for the packing industries in northwest Tennessee by offering specific training to

their employees, which helps the industry decrease the number of recalls, etc. With the recent announcement of Tyson Foods investing another \$130 million in a processing plant 30 minutes from the UT Martin campus, this type of programming will continue to be an important role the university can play in economic development. UT Martin is also bringing in other UT programs to help with this initiative. UT Institute for Public Service will have a representative at the next luncheon to discuss training areas in which they can assist.

A disconnect was also found between the community and the campus internship programs. Based on the information received, a team is being assembled to address the desired outcomes and to develop a solid strategy moving forward. Another issue identified and being explored is a partnership with regional two-year community colleges and utilizing the UT Martin West Star Leadership Program as a source for gathering viable input regarding the needs of West Tennessee communities.

UT Knoxville

Mr. Ryan Robinson reported that feedback being received from key leaders and state officials is the need for more relationships and more communication from the flagship campus. Meetings with the City of Knoxville and participation in Connect Knox will facilitate relationships and communication.

Incubation spaces for entrepreneurship and innovation is also a focus. There was a really good meeting with key leaders on the east side of Knoxville and the topic was the disconnect between the campus and that part of the city. There is now a focus to expose the campus to that area. The Knoxville campus is proud of the partnership with Pellissippi State Community College with more than 270 students living on campus now that attend Pellissippi State.

The recent ACT scores is a current issue. ACT had sent the wrong tests to some Tennessee schools, and they are now holding those test scores and will not release them. The Knoxville campus has talked with a number of constituents and state elected officials and this is truly a community issue. The campus has taken all the feedback into consideration and if ACT will release those scores, UT Knoxville is ready to honor them. They will continue to watch this issue closely.

Lastly, the Knoxville campus is continuing to educate on free speech. There will be a public forum in February 2018 and hopefully another one in May 2018.

Chair Wells stated that since UT Knoxville is the state's flagship campus, she would like for the campus to expand its reach across the state and listen to those towns and communities that do not have a campus.

UT Health Science Center

Mr. David Mills reported that within the next seven days dates for the Listening to Memphis Tour will be set. Mr. Haynes explained that Mr. Mills joined the Health Science Center only about four weeks earlier. Mr. Mills was at one time the chief lobbyist for Vanderbilt University covering health issues.

UT Institute of Agriculture

Dr. Robert Burns reported the Institute of Agriculture currently has no community relations issues to report. They have recently completed three listening sessions, which were held in conjunction with already scheduled regional advisory council meetings. The Institute maintains three advisory councils, one each in east, middle and west Tennessee. The primary topic at all three meetings was the sharing of a draft strategic plan for the UT Institute of Agriculture under the leadership of Chancellor Tim Cross. Listening sessions were scheduled at the end of each of these regional advisory council meetings. The listening sessions were advertised publicly on the institute's home page, Twitter (1,325 followers) and Facebook page (2,320 followers). There was a lot of input from the council members, but no members of the public attended any of the three sessions.

V. UT ALUMNI ASSOCIATION UPDATE

Mr. McCurry reported the UT Alumni Association has a number of ways and works across the university to give our alumni and community an opportunity to be engaged.

The UT Alumni Association in association with the office of Government Relations and Advocacy hosted four advocacy events across the state. This was a great opportunity for alumni to come listen and talk about public issues facing the state and what was happening at the University of Tennessee. Dr. DiPietro and then special assistant Mr. Phillip Fulmer were present at all events, and members of the state legislature were present at three of the four events to give remarks during the conversation sessions. These events were held in Knoxville with Representative Harry Brooks and 175 alumni attending, Memphis with Representative Mark White and 100 alumni attending, Nashville with Representative William Lamberth and 115 alumni attending, and Chattanooga with UT Congressman Chuck Fleischmann and 125 alumni attending.

There is a pending tax reform issue that has implications to education in a number of ways. In an effort to keep alumni informed and encourage them to reach out to their respective representatives, an e-mail was sent to over 100,000 alums across the country. While the e-mail contained information on the areas that would be most impacted in higher education, the university took no official stand on the issue.

Mr. McCurry also reported at the UT Health Science Center a new program through the vice chancellor for government and alumni affairs is being implemented to engage corporate leaders as well as CEOs of major firms in the Memphis area and bring them into

the simulation study. This gives another opportunity to bring community and business leaders to the Health Science Center for engagement.

Chair Wells has seen how involved the UT Alumni Association has been over the past couple of years and appreciates the fact that meetings are taking place across the state. On behalf of the Trustees she thanks the UT Alumni Association for being so active. She has had friends in other areas of the country also who have been involved in the UT Alumni Association and knows it is one of the best sounding boards to have.

VI. PUBLIC COMMENT PERIOD

Chair Wells stated the agenda reserved a 30 minute period for individuals to address the Subcommittee. Topics must be of general interest to the local community or to the University's alumni.

Chair Wells asked if anyone had registered to address the Subcommittee. Mr. McCurry said Representative Martin Daniel requested to address the Subcommittee; however, he was not present at the meeting. Mr. Haynes attempted to call Representative Daniel but reached voice mail; he then sent a text, but received no response. The Subcommittee allowed extra time to allow Representative Daniel time to arrive. Chair Wells encouraged the Subcommittee liaisons to reach out to Representative Daniel to let him know his comments were welcomed and if he would like to send them in writing he may do so. [Note: It was later learned that Representative Daniel sent an e-mail to the Board of Trustees Office explaining that he would not be able to address the Subcommittee due to a scheduling conflict.]

UTK Faculty Senate President Beauvais Lyons stated he meets monthly with Chancellor Davenport and Chancellor Cross. One of the conversations he has had with Chancellor Cross that may be of interest to the Subcommittee is recognizing that we have through our extension office a presence across the state in every county and one thing they are looking at is building stronger relationships with 4-H organizations, as well as considering ways in which admission materials for all academic programs from all campuses can have a presence so that people in the rural parts of the state could have opportunities to connect. Trustee Wharton said he had similar conversations a few years ago and agreed this would be a good effort to pursue.

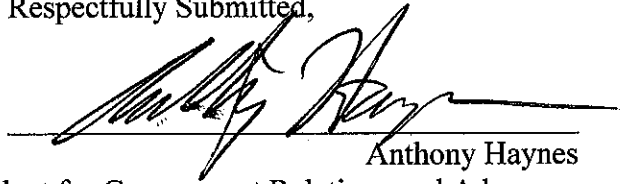
VII. OTHER BUSINESS

There was no other business to come before the Subcommittee.

VIII. ADJOURNMENT

There being no other business stated, the meeting was adjourned.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "Anthony Haynes", is written over a horizontal line. The signature is fluid and cursive.

Anthony Haynes
Vice President for Government Relations and Advocacy